Index to Articles

Vol. 176 No. 4543 to No. 4555
(Jan. 3, 1985 to June 20, 1985)

Articles are indexed alphabetically, followed by the name of the author(s), the month and date of the issue, and the page number on which the article or column begins. Example: 1-3/24 means Jan. 3, 1985, page 24.

FEATURES

A Welcome Home (SAF headquarters). 3-14/36
AAS Announces Winners for 1986. 4-11/38
Academic Environment (computerized control). Deb Rusk. 4-11/22
Agenda For '85. Mary Frech McVicker. 1-3/32
AIFD Plans 1985 Symposium in San Antonio. 6-20/22
Alluring Anemones. John H. Saxtan. 3-28/40
Bedding in '84. Alvi O. Voigt. 2-14/30
Business Computers: A First-Hand Experience. Vince Kellen. 5-9/32
CO_2: The New Generation. Patti Schuldenfrei. 4-11/34
Chain of Life: Selling the New and Old Technologies. George Staby and Betty Naegele. 3-28/31
Comings and Goings (imports/exports). Patti Schuldenfrei. 1-31/3
Considering New Sources (energy conservation). John White. 1-17/37
Dallas Dazzle '85 (Texas florists convention). Denise Bowser. 6-6/42
Doing It for Dad. Patti Schuldenfrei. 4-25/22
Easter Traditions, Myths and Legends. Jim Klenn. 2-28/32
Energy of Pike County. Sharon Bakos. 1-17/22
Esprit and the Uncommon Carnation. 3-28/22
Extending Cut Flower Life. Nancy A. Whitman and William J. Bramlage. 2-28/30
Family Businesses: Avoiding the Pitfalls. Mary Frech McVicker. 2-28/25
Fast Flats. Deb Rusk. 2-14/38
57th Ohio Florist Short Course Program. 6-6/20
Florists' Review Under-$25 Valentine's Day Arrangement. 1-3/44
Galluping Gardens. (survey results) Patti Schuldenfrei. 1-17/42
Glass Country. Carl A. Salsedo. 5-9/60
Happy Birthday Bachman's. 4-25/27
How Imports Have Affected the U.S. Grower. Deb Rusk. 1-31/19
How to Write a Personnel Policy. Mary Frech McVicker. 6-6/46
Index to Articles, July to December 1984. 2-28/52
"Inflation" in the Florist Shop (balloons). Deb Rusk. 3-28/36
Information: Update '85 (floriculture resources). Sara E. Rosenbaum, Terril A. Nell, and James E. Barrett. 6-20/38
Lisianthus: The Returns Are In. Sandra Ladendorf. 3-28/43
Marketing of 'Mona Lisa'. John H. Saxtan. 3-28/26
Meet & Compete (design contests). Denise Bowser. 6-20/36
Mother's Day, Father's Day. John H. Saxtan. 4-25/40
New Approach (Ball PanAm Plant's mum operation). John H. Saxtan. 5-9/48
Ohio Florist Short Course Trade Show Exhibitors. 6-6/28
Orchid in Every Pot. R.J. Griesbach. 3-14/26
Perennial Pressures. Leonard P. Perry and Ann Bove. 1-17/26
Performance of Floral Wholesalers. Thomas L. Prince. 1-31/26
Plants Helping People Grow. Deb Rusk. 5-9/66
Plug Culture: The Growing-On Phase. Shawn R. Laffe and David S. Koranski. 4-25/33
Plug Essentials. Shawn R. Laffe and David S. Koranski. 2-14/24
Plug Production: Germination Procedures for Petunias, Impatiens, and Begonias. Shawn

R. Laffe and David S. Koranski. 4-11/26
Precision Production. Denise Cerny. 4-11/45
Real Men Do Get Flowers. Patti Schuldenfrei. 1-3/28
Reducing Easter Lily Elongation. Harold Wilkins and Kevin L. Grueber. 1-3/46
Retail Buyers Guide Listings by Company. 5-23/18
Retail Buyers Guide Listings by Product. 5-23/50
Retail Selling Environment. Jim Klenn. 4-11/42
Rosy Month of June. Denise Bowser. 6-6/38
SAF '85: Reaching Out. 6-20/25
Sales are Built on Good Customer Communications. James L. Green and Bob Rost. 2-28/34
Saving With Pooled Deliveries. Jim Klenn. 1-17/31
Second Hundred Years (SAF committees). Jim Klenn. 6-20/33
Seed Selection and Sowing for Plug Production. by Shawn R. Laffe and David L. Koranski. 3-14/54
Shortest Distance? (direct buying). Thomas L. Prince. 3-14/45
Smells that Sell. Deb Rusk. 1-3/50
Spring Celebration! (Easter designs). John H. Saxtan. 2-28/40
Summary of Plug Production. Shawn R. Laffe and David S. Koranski. 6-6/33
Supermarket Floral Consumer: A Profile. Bridget K. Behe and Dr. David E. Hahn. 1-3/38
Technology Abroad. Patti Schuldenfrei. 3-14/32
Texans Set Standards for Florists. John H. Saxtan. 2-14/50
Transplanting and Finishing Plug-Grown Seedlings. Shawn R. Laffe and David S. Koranski. 5-9/40
25 Survival Tips for Valentine's Day. Sharon Bakos. 1-3/24
"Underground" Movement (solar greenhouse). Eric J.M. Groenendijk. 6-20/47
Update: Plants, Chemicals and Greenhouse Heating. Lynn Griffith. 3-14/41
WF&FSA Overview. Patti Schuldenfrei. 2-14/43
WF&FSA's Answer for Easter: Adaptability. Frances Porterfield. 2-28/22
What Does the Consumer Want?. George Staby and Betty Naegele. 1-17/34
Where the Unusual is Commonplace. Sandra Ladendorf. 5-9/26

CONTEMPORARY DESIGN
Frances Porterfield

Behind the Scenes at the Inauguration. 3-14/20
Christmas at WF&FSA. 2-28/19
Collection of Thoughts for Mother's Day. 4-25/19
Combining the Big Two. 6-20/18
Displays for a "Hearts-and-Flowers" Shop. 1-17/18
Foliage Fills Post-Holiday Spaces. 1-3/22
Landing Commercial Accounts, Carithers-Style. 4-11/19
Marketing Research: A Case History. 5-9/22
Prepping for Valentine's Day. 1-31/16
"Rehearsing" for Successful Sales. 6-6/16
Report from WF&FSA. 2-14/20
Springtime Display Ideas. 3-28/18
Trio of Tips. 5-23/14

BUSINESS MATTERS
Mary Frech McVicker

Are You Missing A Valuable Resource? 6-20/50
Business Sales: The Seller's View. 2-28/44
Checklist for Careful Buying. 6-6/56
Communications: Grapevines et al. 4-25/43
Hazards of Minority Shareholding. 3-28/46
Hiring a Manager: The Matchmaker's Task. 5-23/68
IRS of March. 3-14/58
Managing Overhead. 1-31/30
Out With the Old! In With the New! 1-3/53
"Problem" Employees. 1-17/45
Protecting the Minority Shareholder's Interests. 4-11/50
Small Business Buyers and Sellers. 2-14/57
Thinking About Marketing. 5-9/70

PLANTS INDOORS
George A. Elbert

Interior Landscaping: Learning by Doing. 1-17/52
Look at Houseplants, New and Old. 4-25/46

GROWING CONCERNS
Roy Larson

Beware of Dogs—and Kids. 6-20/54
Chemical Disbudders Could End a Tiresome Task. 1-3/56
Flower Growers Will Value New Books. 2-28/48
"Instant Gardens" in the Spring. 6-6/55
Nice Guys Don't Always Finish Last. 2-14/60
Sign of the Times? 4-11/48
Starting Salaries: Nothing to Write Home About. 1-17/50
U.S. Growers Should Use Their Advantage. 3-28/49
Year of the Thrips. 5-9/76

SEASONABLE SUGGESTIONS

Alstroemeria. 3-28/74
Clerodendron. 1-3/82
Ferns. 6-20/70
Freesia from Corms. 5-9/98
Hibiscus. 3-14/94
Impatiens. 2-28/82
Ivy Leaf Geraniums. 6-6/78
Lettuce. 1-17/78
Lisianthus. 2-14/86
Non-Stop Begonias. 1-31/54
Salvia Combination Pots. 4-25/74
Streptocarpus. 4-11/78
Zygocactus. 5-23/86 ●

Index to Articles

Vol. 176 No. 4556 to No. 4568
(July 4, 1985 to December 19, 1985)

Articles are indexed alphabetically, followed by the name of the author(s), the month and date of the issue, and the page number on which the article or column begins. Example: 7-4/24 means July 4, 1985, page 24.

FEATURES

10 Noteworthy Drieds. John Saxtan. 12-19/22.

1985 BPI Conference and Trade Show. Denise Bowser. 9-1/16.

1985 Produce Marketing Association Convention and Exhibition. 10-10/54.

Bird Feathers (design idea). John H. Saxtan. 10-10/51.

Botrytis: The Sleeping Giant. George Staby and Betty Naegele. 7-4/34.

Bulb Day. Sandra Ladendorf. 7-4/38.

Buying Barriers (consumer buying habits). 12-19/16.

Cashing in on the Real Estate Market (silk arrangements for realtors). John H. Saxtan. 11-21/24.

Creating the BIG Arrangement. John H. Saxtan. 10-24/45.

Crowd Judges Varieties on Trial (bedding plant field day). Sandra Ladendorf. 9-12/52.

Cut Flower Growers Plug Into Savings. Patti Schuldenfrei. 9-12/30.

Designing from the Ground Up. Patti Schuldenfrei. 8-15/26.

Dry Ideas (drying flowers and foliages). Cheryl Fultz and Denise Bowser. 11-21/16.

Exotic Pleasures (designs of exotic flowers). 10-10/46.

Exotics: Handle With Care. Christy L. Holstead. 10-10/16.

Follow the Leider (Leider Companies). 12-5/28.

For Fun and Profit (By-the-Stem retailer uses creative promotions). Patti Schuldenfrei. 9-26/40.

Ginger Snaps (design idea). John H. Saxtan. 10-10/22.

Grandflowers Day (Grandparents'Day). Denise Bowser. 8-15/31.

H-I-D (high intensity discharge lighting). Denise Bowser. 7-18/36.

Holiday How-To (Christmas design) 8-29/32.

Holiday Survival. Mary Fech McVicker. 11-7/24.

Index to Articles, January to June 1985. 7-4/47.

Know Your Foliage. 12-5/24.

Know Your Holiday Greens. Bette Deprez. 8-29/30.

Know Your Orchids. Patti Schuldenfrei. 10-10/46.

Last-Minute Holiday Ideas. Lynn Lary McLean. 11-7/28.

Let's Put on a Show! (customer-oriented floral presentations). Frances Porterfield. 7-4/30.

Made in the Shade (shading materials). Jim Klenn. 7-18/24.

Make "Everyday" Count (non-occasion floral purchases). 9-26/17.

Nature's Finest (25 indoor plants). Robert DeNeve. 12-5/50.

New Varieties for 1986. 8-15/35.

On the Scent of a New Pot Plant (freesia). Betty Naegele and George Staby. 12-5/19.

Operation Prom/Graduation (AFMC joins campaign for teen safety). 8-15/46.

Product Profile: Cloud Nine Spreads Light (greenhouse film). 7-18/28.

Profile: Horticultural Products and Supply Co. Jim Klenn. 10-24/20.

Index to Articles (continued)

Articles are indexed alphabetically, followed by the name of the author(s), the month and date of the issue, and the page number on which the article or column begins. Example: 7-4/24 means July 4, 1985, page 24.

Ribbons. Denise Bowser. 8-29/24.
Santa's Helpers (time-saving, holiday ideas). 11-7/32.
Seven Deisgns Under $20! Colene White. 10-24/16.
Shemin International: A One-Year-Old Comes of Age. Jim Klenn. 9-12/60.
Small But Mighty (new Bonsai poinsettia). Jim Klenn. 9-12/24.
Special Seeds, Special Needs. Patti Schuldenfrei. 10-24/22.
Telephone Selling: Will It Work for You? Lee R. Van Vechten. 9-26/46.
The Diamond Wire (FTD celebrates its 75th birthday). Patti Schuldenfrei. 8-1/16.
The Right Light. 7-18/31.
'Tis the Season To Be Showy (holiday shows). Sharon Bakos. 8-29/20.
To Brand or Not To Brand. George Kress. 12-19/18.
Trade Shows, Conventions and Conferences. 7-4/20.
Trial by Disney (Disney's plant testing program behind their magical landscapes). Patti Schuldenfrei. 8-15/48.
Visual Merchandising. Frances Porterfield. 9-26/44.
WF & FSA Outlook. 12-19/42.
Wee Trees (tabletop Christmas trees). Frances Porterfield. 11-7/18.
Who, What and Wire (comparison of 11 wire services). Mark Witte and Denise Bowser. 8-1/28.
Wire Service Memberships: How Many Is Too Many? Ken Royer. 8-1/20.
Working with Silks. James Cole. 11-21/44.

CONTEMPORARY DESIGN
Frances Porterfield

AIFD Previews Christmas. 9-12/12.
Affordable Exotics. 10-10/13.
Christmas Make-overs. 12-19/14.
Christmas Planning. 8-1/14.
Design Basics. 10-24/12.
Fabulous Finds from Florida. 7-18/21.
Greeting the Seasons. 9-26/12.
Happy "Holly-days." 12-5/14.
Keeping Speed and Quality Up, But Costs Down During the Holiday Season. 11-21/14.
Notes on Tradeshows. 7-4/17.
Rosy Review. 8-15/23.

BUSINESS MATTERS
Mary Frech McVicker

Before the Sale. 7-4/50.
Bank Loans. 8-1/34.
Borrowing, Part II. 8-15/52.
Borrowing, Part III. 8-29/16.
Inventory: Things are not Always as They Seem. 11-21/51.
New Year's Resolutions. 12-19/50.
Should You Franchise? 9-26/50.
The Borrowing Package. 9-12/68.
The Greenhouse Question. 10-24/49.
The Turning Point. 11-7/54.
Trends and Mini-trends. 12-5/57.
When It's a Question of Questions. 7-18/38.

GROWING CONCERNS
Roy Larson

A Tale of Two Gloxinias. 8-29/34.
Colorful Kalanchoes. 11-7/59.
Gardening Injustices. 9-26/52.
In Anticipation of BPI. 11-21/56.
Newfound Respect for EPA. 9-12/70.
Poinsettia Production. 8-1/37.
Remembering Kenneth Post. 7-18/40.
Saving Energy. 10-10/56.
Take a Vacation. 8-15/56.

PLANTS INDOORS
George A. Elbert

Quality and Consumers. 10-24/52.

SEASONABLE SUGGESTIONS

Caladiums. 12-19/62.
Calceolaria. 10-10/70.
Double Dwarf Gerbera. 10-24/68.
Easter Lilies. 11-7/78.
Exacum. 7-4/78.
Fast-Crop Cyclamen. 7-18/56.
Forcing Hydrangeas. 12-5/70.
Kalanchoes. 8-1/50.
Liatris. 9-12/80.
Mini-Roses. 11-21/66.
Nephthytis. 9-26/58.
Ornamental Peppers. 8-15/72.
Ranunculus. 8-29/62. ◆